



Fall 2023

Course Information

Course Number: COMM 103 100

Course Title: Introduction to Advertising

Semester Credit Hours: 3.00

Department: Communication

Prerequisites: None

Instructor Information

Instructor: Tonya Seller Neises

Labette Email: tonyab@labette.edu

Office Phone: 620-820-1121

Office Location: H202

Office Hours: Monday/Wednesday 8-9:30 a.m. or 12:20-1 p.m. AND Tuesday/Thursday 8:30-9:30 a.m. or 12:20-1 p.m.

Virtual Office Hours:

Virtual Mon/Wednesday/Thursday 2-3 p.m.

Required Texts and Materials

Please visit the [Labette Community College Bookstore](#) for all of your materials needs.

Introduction to Advertising: Advertising Practices

Edition: Open Education Resource Provided by Galileo Open Learning Materials

ISBN: <https://alg.manifoldapp.org/projects/introduction-to-advertising-practices>

Authors: Agnieszka Chwialkowska

Publisher: University of West Georgia

A pdf of the textbook is provided on the on the Introduction to Advertising Main Page found in the RedZone. Students may also purchase a printed copy through the LCC Print Shop for \$10.

Course Description

This course examines strategies, techniques, and principles behind effective advertising including planning, targeting, media selection and buying, strategy and design.

Course Outcomes and Competencies

Students who successfully complete this course will be able to:

- 1. Understand the role and significance of advertising.
 - Demonstrate knowledge of advertising characteristics.
 - Understand the roles of advertising.
 - Gain insight to the role and organization of the advertiser.
 - Know who performs advertising functions.
 - Gain a general understanding of legal considerations involved in advertising work activities.

- 2. Understand the basic terms and know the basic strategies, techniques and principles of advertising.
 - Gain understanding of the basic process of communication.
 - Demonstrate effective advertising skills in their projects.
 - Understand advertising activities in corporations.
 - Gain an understanding of advertising strategy planning.
 - Understand the process of target market selection.
 - Write and organize a basic program plan for an advertising activity.

Important Dates for the Semester

| Date | Event |
|------|---|
| 8/21 | CLASSES BEGIN for full semester and First 8-Week Session [Mon] |
| 8/23 | Last day to add First 8-Week Session courses without instructor permission [Wed] |

| Date | Event |
|-------|--|
| | Last day to add First 8-Week Session courses with instructor permission [Fri] |
| 8/25 | Last day for a full refund for First 8-Week courses [Fri] |
| | Last day to enroll/add full semester courses without instructor permission [Fri] |
| 8/31 | Last day to enroll/add full semester courses with instructor permission [Thu] |
| | Last day for full refund for full semester courses [Thu] |
| 9/4 | College Closed/Labor Day [Mon] |
| 9/7 | Cert Rosters due at 12:00PM [Thu] |
| 9/7 | Last day to pay for classes or make payment arrangements [Thu] |
| 10/5 | Last day to Withdraw from First 8-Week Classes [Thu] |
| 10/12 | First 8-Week Session ends [Thu] |
| | No classes/Faculty and Staff Professional Development Day [Thu] |
| 10/16 | First 8-Week Session Grades due at 12:00PM [Mon] |
| | Second 8-Week Session starts [Mon] |
| 10/18 | Last day to add Second 8-Week Session courses without instructor permission [Wed] |
| 10/19 | Last day to add Second 8-Week Session courses with instructor permission [Thu] |
| | Last day for a full refund for Second 8-Week Session courses [Thu] |
| 10/25 | Cert Rosters due for Second 8-Week courses at 12:00PM [Wed] |
| 10/31 | Degree/Certificate Check Requests due to Registrar [Tue] |
| 11/1 | Spring 2024 Enrollment Begins [Wed] |
| | Fall 2023 Winter Intersession Enrollment Begins [Wed] |
| 11/20 | 20-23 College Closed/Thanksgiving Break [Mon-Thu] |
| 11/28 | Last day to withdraw from all courses [Tue] |

| Date | Event |
|-------|---|
| 12/5 | Tuesday Evening Finals |
| 12/6 | Wednesday Evening Finals |
| 12/11 | 11-14 Finals-Day/Online Classes [Mon-Thu] Monday Evening Finals |
| 12/14 | Thursday Evening Finals |
| 12/15 | Winter Intersession Courses Begin [Fri] |
| 12/18 | Grades due at 12:00PM [Mon] Last day to add Winter Intersession courses without instructor permission [Mon] |
| 12/19 | Last day to add Winter Intersession courses with instructor permission [Tue] Certification Rosters due at 12:00PM for Winter Intersession courses [Tue] Last day to drop Winter Intersession courses for a full refund [Tue] Offices close by 4:30PM for Holiday Break [Tue] |
| 1/4 | Last day to withdraw from Winter Intersession Courses [Thu] |
| 1/11 | Winter Intersession Courses end [Thu] |
| 1/12 | Winter Intersession Course grades due at noon [Fri] |

Course Outline

| Week | Activity |
|------|----------|
|------|----------|

Week **Activity**

- 1
- Introduction of course: review syllabus
 - Getting acquainted icebreakers
 - Advertising vs. Public Relations
 - Communication components in advertising assignment
-

- 2
- Read/Discuss Chapter 1 - Introduction to Advertising
 - Identify brands based on logos
 - Chapter 1 Activity/Assignment
 - Chapter 1 Quiz
 - Persuasive Techniques in Advertising (Ethos, Logos, Pathos) Activity
-

- 3
- Read/Discuss Chapter 2 - Understand the Consumer
 - Chapter 2 Activity/Assignment
 - Chapter 2 Quiz
-

- 4
- Read/Discuss Chapter 4 - Promotion Mix: Marketing Communication Methods
 - Chapter 4 Activity/Assignment
 - Chapter 4 Quiz
-

- 5
- Read/Discuss Chapter 5 - Media Mix Continued
 - Chapter 5 Activity/Assignment
 - Chapter 5 Quiz
 - Discuss Advertising Campaign Expectations
-

Week Activity

- 6
- Advertising campaign "product" due (Company, Non-profit, Personal Business, Upcoming Event(s), etc.)
 - Read/Discuss Chapter 6 - Creative Strategy - Developing Effective Ads
 - Chapter 6 Activity/Assignment
 - Chapter 6 Quiz
 - Puffery, Lifestyle, and Ethically Questionable Ads Activity
-

- 7
- Identify Target Audience for Campaign
 - Discuss Primary/secondary Research
 - Discuss/Design/Disseminate/Compile Results from Questionnaires/Surveys for Product
-

- 8
- Questionnaire/Survey Results Due
 - Based on Questionnaire/Survey Results, Determine Primary Purpose of Ad Campaign (Launch New Product, Promote Upcoming Event, Increase Sales, etc.)
 - Based on Questionnaire/Survey Results, Determine Ad Appeal(s) for Campaign
 - Discuss Expectations for Magazine Ads
 - Magazine Ad Rough Draft Due for Peer Review
-

- 9
- Magazine Ad Final Draft Due
 - Read/Discuss Chapter 3 - Your Budget - What You Can Afford
 - Chapter 3 Activity/Assignment
 - Chapter 3 Quiz
 - Discuss Expectations for Newspaper Ads
 - Newspaper Ad Rough Draft Due for Peer Review
-

Week **Activity**

- 10
- Newspaper Ad Final Draft Due
 - Discuss Expectations for Radio Ads
 - Radio Ad Copy and Recording Rough Drafts Due for Peer Review
 - Read/Discuss Chapter 7 - ROI and Measures
 - Chapter 7 Activity/Assignment
 - Chapter 7 Quiz
-

- 11
- Radio Ad Copy and Recording Final Draft Due
 - Discuss expectations for TV Storyboards
 - TV Ad Storyboard Rough Draft Due for Peer Review
 - Guest Speaker
-

- 12
- TV Storyboard Final Draft Due
 - Discuss Criteria for Writing a Digital/Social Media Plan
 - Advertising Movie
-

- 13
- Digital/Social Media Plan Rough Draft Due for Peer Review
 - Discuss Expectations for Billboard Ads
 - Billboard Ad Rough Draft Due for Peer Review
 - Out of Home Advertising Activity
-

- 14
- Billboard Ad Final Draft due
 - Discuss Expectations for Non-traditional/Unconventional Ad and Ad of Choice
 - Discuss Advertising Campaign Pitch
 - Prepare Advertising Campaign Pitches
-

| Week | Activity |
|------|---|
| 15 | <ul style="list-style-type: none"> • THANKSGIVING BREAK – No Classes – Have a Fun, Safe Break! |
| 16 | Deliver Campaign Pitches |
| 17 | <ul style="list-style-type: none"> • Final Exam – Refer to Finals Schedule for Date and Time |

Methods of Instruction

This course uses a variety of different methods for instruction which may include but are not limited to the following: lecture, discussion, handouts, textbook readings, out of class assignments or homework, labs, simulations, active and cooperative learning, etc.

Lecture/class discussions, readings from the text, computer presentations, videos, handouts, group work, and both in and out-of-class assignments/projects.

Methods of Evaluation

The instructor reserves the right to modify, add, and/or take away assignments based on the circumstances that develop during the semester.

Possible Points:

Please note- This is a tentative overview of assignments/points and is subject to change.

Creating Advertising:

- Research and Survey for Ad Campaign 30
- Magazine (rough draft 10 pts., peer review 5 pts., final 15 pts.) 30
- Newspaper (rough draft 10 pts., peer review 5 pts., final 15 pts.) 30
- Radio (rough draft 10 pts., peer review 5 pts., final 15 pts.) 30
- TV (rough draft 10 pts., peer review 5 pts., final 15pts.) 30
- Digital/Social Media (rough draft 10 pts., peer review 5 pts., final 15 pts.) 30
- Billboard (rough draft 10 pts., peer review 5 pts., final 15 pts.) 30
- Non-traditional/Unconventional 15

- Advertising Piece of Your Choice 15

Additional Quizzes, Assignments, Activities:

- 7 Chapter Quizzes (10 pts. ea.) 90
- 10 Advertising Assignments/Activities (10 pts. ea.) 100
- Guest Speaker Reflection 10
- Advertising Campaign Presentation 80
- 1 Final (50 pts. ea.) 50
- Attendance 20

Total Possible Points 590

Determination of Grades

Final course grades are determined by the total point accumulation of all grades.

531 – 590 = A

472 – 530 = B

413 – 471 = C

354 – 412 = D

353 & Below = F

The grading scale for class presentations:

90% – 100% = A Student does an outstanding project or presentation. Excellent content, well organized, excellent wording, for presentations – good eye contact and an energetic delivery – and/or superior accomplishment on the criteria established for that presentation or paper.

80% – 89% = B Project or presentation approaching the qualities of an “A” speech. A good presentation, not necessarily any major weaknesses, but not achieving a standard of excellence in any or enough areas to merit an “A”. A good job in meeting most established criteria.

70% – 79% = C An acceptable project or presentation. Reasonably clear purpose, adequate support, apparent organization, but may not be entirely clear to the entire audience, some problems in wording or delivery or both; and/or some deficiencies in meeting many of the major criteria established.

60 – 69% = D An unclear purpose and serious deficiencies in some and perhaps all areas of content, organization; and/or poor delivery.

59% & Below = F The person does not complete the project or presentation at all or simply demonstrates that there has been no preparation for the project or presentation both in content or

delivery.

Classroom Protocol

Disruptive behavior that hinders the learning process is grounds for being dropped from class. The following behaviors are considered disruptive or unacceptable:

- Sleeping
- Using cell phones, ear buds, or other electronic devices not previously approved by the instructor
- Inappropriate language or distracting/inappropriate chatting
- Disrespectful responses and comments to classmates or the instructor
- Interrupting or disrespecting classmates during presentations (please do not enter or leave the room during presentations except for emergencies)

Attendance Requirements

On-ground Attendance: Daily activities in the classroom accomplish many of the objectives of the course; therefore, students should attend every class. If a student will be absent, notify the instructor before missing class—this applies to all absences, including LCC sponsored events. If an emergency occurs and it is not possible to notify the instructor prior to class, contact the instructor within the same day of the missed class to discuss the absence. Failure to do so may result in zeros on any assigned work/activities. If a student contacts the instructor and the absence is excused, arrangements can be made to complete the missed work upon return. On guest speaker and/or presentation days, students will only be excused for officially approved LCC events, a documented illness, or bereavement. Students who make a habit of providing excuses for absences that are not school related will be required to schedule a conference with the instructor and provide written documentation regarding the nature of the absences.

Attendance is taken at the start of class. Students must actively participate in roll call and in-class activities and discussions in order to be counted present. If a student enters the classroom after the instructor has started roll call, they will be counted tardy. Three tardies will result in one unexcused absence. Since attendance and participation are critical, if a student exceeds four unexcused absences they may be dropped from the course.

All students will receive a grade for the course after the last day to withdraw for the semester regardless of the number of absences.

Online Attendance: Online students and hybrid students whose courses meet online during the Add/Drop period must complete the Required Attendance Assignment to certify their attendance in the class. Students who do not complete the assignment during the Add/Drop period will automatically be dropped from the course.

All students will receive a grade for the course after the last day to withdraw for the semester regardless of the number of absences.

On Ground Class Attendance Information

Regular attendance is essential for college success. Each instructor determines the attendance requirements that will be included in the course syllabus. Failure to comply with the course attendance requirements as stated in the syllabus may result in a lowered grade or involuntary withdrawal from the course.

For technical assistance with RedZone contact:

- onlinesupport@labette.edu (evenings and weekends)
- (620) 820-1146 (office 8-4:30 pm M-F)

Absences due to student representation of the college in some official capacity such as athletic travel or participation in an academic or official student organization activity will be allowed to make up course work upon presentation of verifying evidence. It is the student's responsibility to provide such evidence to the instructor of the missed class prior to the missed class.

Communication

All communication concerning this course or college business will be sent to your LCC student email address, unless you are taking a concurrent course and your school district email can be used. Please check your email on a regular basis.

Out-of-Class Student Work Expectations

Students should expect to spend a minimum of two hours on out-of-class student work for every credit hour of their class.

Students with Disabilities

If you have problems accessing any material in this course due to a disability, please notify your instructor immediately and steps will be taken to address your needs. You may also contact the ADA Coordinator, by calling the Student Success Center at (620) 820-1182, or by visiting the Student Success Center on the Main Campus. Services for LCC students who have a documented disability from a certified professional are coordinated through the ADA Coordinator in the Student Success Center on the Main Campus in Parsons.

Continuity of Instruction

In the event of a major campus emergency, course requirements, deadlines and grading percentages are subject to change when necessitated by revised course delivery, semester calendar or other circumstances. Information about changes in the course can be obtained at the RedZone course web page or by contacting your instructor for the course. If the course is not able to meet face-to-face, students should immediately log onto RedZone and read any announcements and/or alternative assignment. Students are also encouraged to continue the readings and other assignments as outlined on the syllabus. Students must adhere to any emergency operations plan created by the college for that incident.

Final Exam Schedule

Final examinations will be given according to the schedule of examinations available each semester. All Students are expected to take their final during the scheduled times. Students who have more than three finals scheduled in one day need to contact the Vice President of Academic Affairs.

Link to all LCC Calendars (including the Final Exam schedule):

<http://www.labette.edu/calendars/index.html>